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Regulations Governing the
Use and Authorization of

The Name
and Emblem
of 4-H Club Work



UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service

This statement of policy is for the guidance of representatives of the Extension Service and its cooperators, and for their use as an aid in interpreting Section 707 of Public Law 772, 80th Congress, Chapter 645, 2d Session, H. R. 3190, which is an act controlling the use of the 4-H Club name and emblem. A copy of this act is contained in the appendix to this bulletin.

The following pages are copied from the Federal Register, February 19, 1955, vol. 20, No. 36. This statement sets forth the official regulations of the United States Department of Agriculture on this subject.

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TITLE 7—AGRICULTURE

SUBTITLE A—OFFICE OF THE SECRETARY OF AGRICULTURE

PART 8—4-H CLUB NAME AND EMBLEM

Regulations Governing Use

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- 8.10 Mailing lists and sales promotion by employees.

Authority: 8.1 to 8.10 issued under 62 Stat. 733, 18 U. S. C. 707.

Sec. 8.1. Policy. The Cooperative Extension Service, of which the 4-H Club work is a part, invites and appreciates the cooperation of all organizations, agencies, and individuals whose interest, products or services will contribute to the educational effort of the Cooperative Extension Service as conducted through 4-H Club work.

Sec. 8.2. Delegation of Authority. The Administrator, Federal Extension Service, United States Department of Agriculture, may authorize the use of the 4-H Club name and emblem in accordance with the regulations in this part.

Sec. 8.3. Definitions. (a) The term "4-H Club Name and Emblem" as used in this part means the emblem consisting of a green four-leaf clover with stem and the letter "H" in white or gold on each leaflet, or any insignia in colorable imitation thereof or the words "4-H Club" or "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof.

(b) The term Administrator means the Administrator, Federal Extension Service, United States Department of Agriculture.

Sec. 8.4. Basic Premises. (a) The 4-H Club Name and Emblem are held in trust by the Secretary of Agriculture of the United States Department of Agriculture for the educational and character building purposes of the 4-H Club program and can be used only as authorized by the statute and in accordance with the authorization of the Secretary or his designated representative.

(b) The 4-H Club Name and Emblem may be used by authorized representatives of the United States Department of Agriculture, the land-grant colleges, and the Cooperative Extension Service, in accordance with these regulations, for serving the educational needs and interests of boys and girls enrolled in 4-H Clubs.

(c) Any use of the 4-H Club Name and Emblem is forbidden if it exploits the 4-H Club Program, its volunteer leaders or members, or the United States Department of Agriculture, land-grant colleges, Cooperative Extension Service, or their employees.

Sec. 8.5. Revocation of Present Authorizations. Effective July 1, 1955, except as provided in section 8.9, all authorization permits, except as provided in section 8.6, for the use of the 4-H Club Name and Emblem presently in effect will be revoked.

Sec. 8.6. Authorization for Use. (a) The Administrator may grant authorization for the use of the 4-H Club Name and Emblem:

(1) For educational or informational uses which the Cooperative Extension Service deems to be in the best interests of 4-H Club work and which can be properly controlled by the Cooperative Extension Service.

(2) For a service to youth which the Cooperative Extension Service determines it is not in a position itself to perform.

(b) Authorizations, when issued, will be valid for specified purposes and periods of time only. Application forms for requesting authorization to use the 4-H Club Name and Emblem may be obtained from the Administrator, Federal Extension Service, United States Department of Agriculture, Washington 25, D. C.

(c) Granting an authorization to an individual, organization or institution for a specific use does not preclude granting a similar authorization to another individual, organization or institution for the same or a similar purpose.

(d) All uses of the 4-H Club Name or Emblem shall be consistent with the educational purposes, character building objectives and dignity of the 4-H Club Program and the emblem shall be given a position of prominence. It is not proper to superimpose any letter, design, or object on the 4-H Club Emblem, or to materially alter its intended shape.

(e) Specific authorization is not required to use the 4-H Club Name or Emblem for news media such as newspapers, periodicals, and radio and television programs when such use is primarily for an educational or informational purpose. Likewise specific authorization is not required to use the name or emblem in those exhibits, displays, etc., which are designed primarily to pay tribute to or salute the 4-H Club program and are in keeping with the policy enunciated herein.

(f) Authorization must be obtained for the use of the 4-H Club Name and Emblem by other than representatives of the Cooperative Extension Service in connection with contests and awards; supplies to be sold; books, booklets, charts, posters and similar printed materials; all calendars regardless of origin or use; theatrical and non-theatrical motion pictures; slide films and other visual materials; supplies (whether to be sold or provided without charge); titles of persons and advertisements.

(g) Any authorization or permission for the use of the 4-H Club Name and Emblem may be revoked at any time after notice.

Sec. 8.7. Continued Use. (a) The land-grant colleges, the State and county Extension Services, and the local 4-H Clubs recognized by the Secretary of Agriculture and the Cooperative Extension Service, are authorized to use the 4-H Club name and emblem for their own educational or informational purposes in accordance with these regulations, on materials which are originated, requested, purchased, or distributed by them. The land-grant colleges, county Extension Services and local 4-H Clubs may only authorize, create and purchase 4-H materials for their own use. They are not permitted to authorize manufacturers, wholesalers, retailers, purchasers, or others to manufacture, or sell or distribute materials bearing the 4-H Club Name and Emblem for other uses or for resale:

(1) Distribution of materials requested by a local 4-H Club or county Extension Service is limited to the boundaries of the county within which the request originated.

(2) Distribution of materials requested by a State Extension Service is limited to the boundaries of the State within which the request originated.

(3) Any request for distribution of 4-H materials on an interstate basis shall be brought to the attention of the Administrator.

(b) The National Committee on Boys and Girls Club Work, Inc., and the National 4-H Club Foundation of America, Inc., are granted authority to use the 4-H Club name and emblem in accordance with these regulations:

(1) The National Committee on Boys and Girls Club Work, Inc. shall be, to the maximum degree possible, the source of supplies for the 4-H Club work except where they are not in the best position to provide a particular item.

Sec. 8.8. Use by Public Informational Services. (a) In any advertisement, display, exhibit, film, news release, publication, radio and television program devoted in whole or in part to the 4-H Clubs, the 4-H message or salute must be distinctly set apart from any commercial message or reference.

(b) Advertisements, public releases or displays in any form must not include actual or implied testimonials or endorsements of business firms, their products or services, either by 4-H Clubs, 4-H members, volunteer 4-H leaders, the Cooperative Extension Service or its employees. Statements that a product is used or preferred to the exclusion of similar products are not permitted.

(c) The granting of an authorization for the production of films, visual materials, books, publications, etc., using the 4-H Club name and emblem is contingent upon approval of the script of the film or draft of the publication when the draft is in its final working form. Preliminary plans and drafts may be submitted as work progresses in order to expedite final action.

Sec. 8.9. Use on Calendars. (a) The revocation of present authorizations provided in section 8.4 hereof does not apply to authorizations for calendars now in production for hang-up before or in the year 1957.

(b) No State or county Extension Service or local 4-H Club is authorized to produce a 4-H Club calendar or authorize others to produce or sell a 4-H Club calendar.

(c) Calendars will be approved only on the basis of very high standards of quality and acceptable distribution plans:

(1) All organizations wishing to manufacture and merchandise calendars bearing the 4-H Club name and emblem shall submit to the Administrator the following specific materials and any supplementary information or materials which will help to provide complete information regarding the calendar, its promotion and sales plan:

(i) Application for authorization to use the 4-H Club name and emblem.

(ii) Samples (actual or dummy) of the various types of calendars on which the manufacturer wishes to use the 4-H Club name and emblem, including complete specifications as to size, art work, copy, color, paper stock, etc.

(iii) A statement on promotion, sales and distribution plans for the calendar bearing the 4-H Club name and emblem, including prices in various quantities, number of salesmen employed, or to be employed, extent of sales, territory to be covered, means of distribution to users, etc.

(iv) Copies of any and all sales of promotion literature which makes reference to 4-H Club work or calendars bearing the 4-H Club name and emblem.

(d) Notification of the grant of an authorization for the use of the 4-H Club name and emblem for a specific year will be received by the calendar manufacturer from the Administrator.

(e) During each year that the authorization is in effect, art work, copy and related plans for each complete calendar and any pertinent changes from the original approved sales and distribution plan, must be submitted for approval to the Administrator, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

(f) The main illustration shall be used only on the calendar series for which authorization is granted and shall not be used on other calendars. The main illustration and other illustrations used shall be in keeping with the ideals, spirit and objectives of the 4-H Club Program. Natural color oil paintings or photo reproductions of real life situations depicting the educational work of 4-H Clubs shall be used.

(g) All calendar copy must contain a line near the advertiser's name indicating that the distribution of the calendar is designed to further the educational program of 4-H Club work.

(h) Copy, art work, subject matter, and information appearing in or on the calendar shall not in any way imply endorsement of the firm or individual sponsoring the cal-

endar, nor of its products, services, or calendar copy by the United States Department of Agriculture, land-grant colleges, or Extension Service, including the 4-H Clubs, or its representatives.

(i) Space devoted to advertising shall not exceed 10 percent of the total calendar space. The name of only one sponsor or advertiser shall appear on a calendar.

(j) It is preferred that calendars be sold or distributed by purveyors of common necessities such as credit (banks), farm machinery, seeds, fertilizers, groceries, lumber, etc., or through farm organizations, insurance companies, etc.

(k) Calendars bearing the 4-H Club name and emblem shall not be sold to or distributed through any business whose sponsorship or use thereof might reflect unfavorably on the Extension Service or on 4-H Club work. Sales are strictly prohibited to any firm or individual engaging primarily in the manufacture, sale or distribution of liquor and to any establishment engaged primarily in the manufacture, distribution and sale of tobacco products.

(l) Appropriate staff members of the Extension Service shall have the privilege of passing at any time upon the general classification and character of firms to whom calendars are sold. Calendar manufacturers shall refrain from selling and distributing calendars in any State where approval for sales and distribution is not first given by the State Extension Director.

(m) Sales representatives shall contact the State Extension Director or his representative before conducting sales in that State, and shall contact the county Extension office before selling or distributing within a county. State or county staff members will advise with authorized company representatives relative to acceptable sales and distribution policies and plans in the State or county concerned.

(n) To the extent practicable, the State Extension Director shall receive an annual list of sponsors of calendars in his State, including the number purchased by each and the distribution by counties.

(o) Calendar manufacturers shall fully inform their promotional, educational and sales representatives regarding the organization, structure, objective and policies of the Cooperative Extension Service of which the 4-H Club Program is a part, as they relate to carrying out the provisions of these regulations. Special care must be exercised to avoid statements or implications which would embarrass the Co-

operative Extension Service. No claims may be made of an exclusive franchise or agency for 4-H calendars.

Sec. 8.10. Mailing Lists and Sales Promotion by Employees. The Extension Service or its employees shall not make available mailing lists of 4-H Club leaders, members, or other cooperators. Extension Service employees may not engage in or promote the sale of calendars.

It is to the benefit of the public that these regulations be made effective at the earliest practicable date. Accordingly, pursuant to the provisions of Section 4 of the Administrative Procedure Act (60 Stat. 238), it is found upon good cause that notice and public procedure on these regulations are impracticable, unnecessary, and contrary to the public interest, and good cause is found for making these regulations effective less than thirty days after publication.

The foregoing regulations shall be effective February 19, 1955.

Done at Washington, D. C., this 15th day of February, 1955.

E. T. BENSON,
Secretary of Agriculture.

APPENDIX
[PUBLIC LAW 772—80TH CONGRESS]
[CHAPTER 645—2D SESSION]
[H. R. 3190]

§ 707. 4-H CLUB EMBLEM FRAUDULENTLY USED

Whoever, with intent to defraud, wears or displays the sign or emblem of the 4-H clubs, consisting of a green four-leaf clover with stem, and the letter H in white or gold on each leaflet, or any insignia in colorable imitation thereof, for the purpose of inducing the belief that he is a member of, associated with, or an agent or representative for the 4-H clubs; or

Whoever, whether an individual, partnership, corporation or association, other than the 4-H clubs and those duly authorized by them, the representatives of the United States Department of Agriculture, the land grant colleges, and persons authorized by the Secretary of Agriculture, uses, within the United States, such emblem or any sign, insignia, or symbol in colorable imitation thereof, or the words "4-H Club" or "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof—

Shall be fined not more than \$250 or imprisoned not more than six months, or both.

This section shall not make unlawful the use of any such emblem, sign, insignia, or words which was lawful on the date of enactment of this title.

Title 18, U. S. C. § 707
June 25, 1948

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Department of
Agriculture



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